

Agriculture and
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Agroalimentaire Canada

Canada

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COMPETITIVE INSIGHTS *

May 2000

Issue No. 5

** A series of periodic reports that provide observations and insights on market conditions, market structure or other related marketing or investment aspects that may influence the marketing or investment strategies and decisions taken by Canadian companies in their pursuit of export opportunities and business growth.*

THE CANADIAN INTERNATIONAL FOOD & BEVERAGE SHOW * 2000 TORONTO, CANADA FEBRUARY 2000

SUMMARY

The **Canadian International Food and Beverage Show** is the premier annual Canadian foodservice event, organized by the **Canadian Restaurant and Foodservice Association**, to showcase food and beverage products for the hospitality industry. Highlights of the three day, February 2000 show included:

- More than 800 Canadian and International exhibitors and approximately 11,000 trade attendees at the 13th annual show
- National pavilions from the United States, Spain, Italy, Greece, Australia, Great Britain, and Barbados
- 27 international corporate food service buyers were in attendance from the United States, Bermuda, Brazil, Columbia, Mexico and Germany
- The introduction of the newest food and drink items for the hospitality trade
- Canadian suppliers had an ideal opportunity to introduce their product lines to both Canadian and International foodservice industry buyers
- The Agri-Food Trade Service in conjunction with various industry partners, established an export platform " Access Canada 2000 " to further promote and develop international markets for Canadian food and beverage suppliers

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(aussi disponible en français)

ACCESS CANADA 2000

The Agri-Food Trade Service (ATS) of Agriculture and Agri-Food Canada (AAFC), the agri-food arm of Team Canada Inc, put in place an export platform " Access Canada 2000 " in conjunction with the Canadian International Food and Beverage Show.

The partners involved in sponsoring "Access Canada 2000" events were Foreign Affairs and International Trade (DFAIT), the Canadian Restaurant and Foodservice Association, the Foodservice and Hospitality Magazine, the Canadian Food Exporters Association and the Ontario Ministry of Agriculture, Food and Rural Affairs. Access Canada 2000 activities/ventures included:

- 14 foodservice buyers and five commercial officers were brought in from the Canadian Consulate areas of Buffalo, Chicago, Detroit, Los Angeles and New York
- The participation of 11 Latin American foodservice buyers along with four commercial/trade officers from Brazil, Columbia and Mexico
- Two buyers from Germany and five commercial officers travelled to the show from the Canadian Embassies in Germany, United Kingdom, France, Italy and the Netherlands
- Five trade commissioners/officers attended from the Canadian Embassies in China, Hong Kong and Taiwan, which resulted in 150 one-on-one meetings between Canadian suppliers and these trade officers
- A reception was hosted by the Canadian Minister of Agriculture and Agri-Food, the Honourable Lyle Vanclief, P.C., M.P., to welcome the buyer delegations from the United States, Bermuda, Brazil, Columbia and Mexico
- The Breakfast seminar " How to do business in the U.S. foodservice market" attracted 150 participants. The session was moderated by Mark Romoff, Canadian Consul General, Buffalo, N.Y. with the keynote speaker being Jeff Clark, Director, Corporate Development, Gordon Food Service, Grand Rapids , Michigan (third largest food service distributor in the U.S.)
- The Latin America breakfast seminar attracted 40 participants and also resulted in many one-on-one meetings
- The EU Knowledge Café seminar was attended by over 20 Canadian companies and resulted in 100 one-on-one meetings between Canadian suppliers and Trade Commissioners/Officers
- The ATS exhibit on the show floor showcased the Grand Prix New Product Awards and provided an opportunity for staff to offer market development information and respond to over 450 inquiries from Canadian suppliers and buyers
- The ATS Business Centre at the show site housed profiles and product line information on the United States and Latin American buyers for and served as a location for numerous one-on-one business meetings

SHOW THEMES

The dominant theme at the Food and Beverage Show 2000 show was beverages, beverages, and more

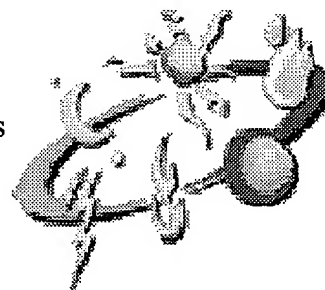
beverages. Health-oriented beverages and ice based drinks were particularly popular.

Beverages

Many companies cater to the health-conscious consumer with a vast array of 'functional' beverages enhanced with ingredients to promote health and well-being. These beverages included herbal health drinks and super-oxygenated water.

Jet Tea, new from **Extreme Foods** is the world's first functional frozen beverage. This fruit and tea freeze is a blend of real fruit juice, green tea, ginseng and ginkgo biloba. Available in Mango Mania, Wildberry Blast, Strawberry Bomb, Lemon Cooler and Extreme Peach, Jet Tea can be prepared as a granita or as a frozen blender drink.

Snapple, the well known alternative beverage produced by **The Perrier Group of Canada Ltd.**, continues to provide products for the health conscious consumer. The new line of beverage is fortified with herbs and antioxidants. Snapple introduced Earth, Sun, Rain, and Fire, four new beverages with explosive flavours and vibrant colours, packaged in 591 mL bottles. "Earth" has the flavour of grape cranberry and is fortified with Ginseng, Bee Pollen, and Grapeseed extract and promises to provide the body with balance. Starfruit-orange flavoured "Sun" contains Echinacea, Beta-carotene, and Rosemary Extract to enhance the immune system. "Rain", with its Agave Cactus flavour is enhanced with Ginseng, Agave, and Astragalus to refresh, energize, and rejuvenate the body. "Fire," with the flavour of dragonfruit, is fortified with Ginseng, Ginkgo Biloba and Guarana to energize the body. ® www.snapple.com



Sobe is heralded as the leader in the category of healthy refreshments and has introduced a beverage line containing herbs and natural supplements to energize, uplift and enlighten. Attention grabbing 20-oz sculpted glass bottles with a twin lizard label display the 3G Teas, Elixirs, Powerline and Enlightenment varieties of this product. The 3G Tea blends are available in black herbal tea and green herbal tea each with the 3G combination of herbs and supplements of Ginseng for endurance, Ginkgo for clarity of mind, and Guarana for energy. The green herbal tea contains Echinacea with blood purifying qualities to ease cold and flu symptoms. Elixirs in orange/carrot and cranberry/grapefruit flavours contain Ginseng, Echinacea and zinc to stimulate stamina, blood purification and the immune system. Three beverages comprise the Powerline: Mental Energy, with Ginkgo, Ginseng, and Guarana to sharpen the mind, reduce stress and improve alertness; Spiritual Energy with St. John's Wort, Ginseng, and Guarana to uplift, reduce stress and reduce fatigue; and Physical Energy to promote muscular strength, endurance, and energy with Creatine, Ginseng, and Guarana. Enlightenment comes with the Zen Blend, a tea blend with the flavour of orange and ginger, Ginseng, and Schizandra to uplift and reduce stress. www.sobebev.com ®



The Show was also the site for the introduction of new beverage flavours and packaging. **The Original Candy Co. Ltd.** presented the first hemp carbonated beverage in Canada. This natural flavoured

grapefruit soft drink with hemp seed extract contains no hallucinogenic agents, caffeine, or alcohol. The black can and prominent hemp logo contribute to the overall attractive package, which will be especially appealing to youth. This drink is available in 330mL cans and cases of 24. email: thecandycold@uniserve.com

Clearly Canadian Beverage Corporation, manufacturer of flavoured sparkling water beverages, introduced Tré Limone, a dry sparkling lemon drink with ginger. Inspired by European café sodas and made with lemon juice, natural flavours and a blend of ginger and spices, this drink is packaged in a sophisticated 14 oz frosted glass bottle with a simple shrink sleeve label. The refreshingly light and spicy taste has broad consumer appeal. For more information visit www.trelimone.com ®



Clearly Canadian also presented a striking new package design and flavours for its sparkling mineral water. Bottles are coloured to correspond to flavours, which include blackberry, cherry, raspberry-creme, strawberry melon and grape. The taller rounded image of the new 14 oz bottle improves brand visibility on the shelf. Two new diet flavours, cherry and blackberry, are easily distinguishable from their non-diet counterparts with their reversed colour and translucent packaging.



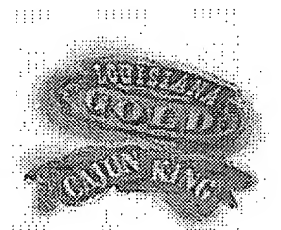
Gerhards Importers Canada Ltd featured Oregon Chai Tea Latte from concentrate. This US made product provides an unique hot or cold beverage with the addition of milk. Flavours include Original Chai, Chai Charger, Kashmir Green Tea, Herbal Bliss and Organic Chai. This beverage has become the number-one selling chai in the expanding chai tea category, and is available in a colourful 32 oz. container or a food service sized 1.5 gallon bag-in-box unit. ®



Several bottled water suppliers debuted a natural spring water with added oxygen. **Shangri La Pure Blue Springs Natural Spring Water**, for example, boasts 30% more oxygen than regular bottled water. This product comes in an innovative square bottle that gives a holographic 3-D effect. The bottle also has a heat-treated safety seal to maintain the high oxygen concentrations. Increased oxygen is promoted as a health enhancing property that combats lethargy, shortness of breath and joint and muscle pains resulting from depleted oxygen. This product is available in 650 mL bottles, in cases of 24, and in large jug sizes.

Sauces

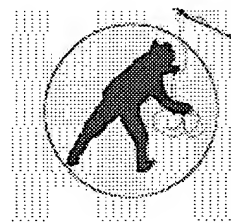
Spicy sauces were well represented at the 2000 Food and Beverage Show. Louisiana Gold, from **Bruce Foods Corp.** showcased a variety of sauces and mixes to complement the famous Cajun and Creole cuisine of Louisiana. The liquid sauces come in a variety of flavours including 'Louisiana' Gold Pepper Sauce, and 'Cajun King' Butter Pecan Sauce Mix, Cajun Fry, Cajun Blended Spice Mix, Cajun Herbed Spice Mix, Char-Grill Blackened Seasoning, Barbecued Shrimp Sauce Mix, Oil-less ® Roux Mix, Seafood Boil and Jambalaya Seasoning Mix. www.brucefoods.com



Lentia Enterprises Ltd. introduced Lil' Devils gourmet barbecue pellets. These pellets are available in a variety of flavours including hickory, apple, mesquite, and alder when sprinkled on gas, charcoal, or electric grills, the pellets create an aromatic smoke that flavours meat, fish, poultry and vegetables. Available in 400g re-sealable jars. ® www.lentia.com



Nunavik Foods offered a selection of caribou products including Caribou Paté with Mushroom and Pepper Cognac in gift pack servings of 2 x 80g jars and caribou sausages and patties (4 x 85g sizes). Produced and packaged in Yukon Territory this specialty product appeals to the sophisticated palate of the high-quality food consumer. email: www.expressouvlaki.com



Expresco Food Group Inc. introduced kabobs, gourmet satays and mini kabobs. which are pre-portioned in bite size pieces to reduce waste and are available plain or marinated in Mediterranean, Cajun, Teriyaki or Peanut sauce. They are available frozen in lean beef, chicken, lamb and pork varieties in sizes of 30g to 70g depending on product. www.expressouvlaki.com

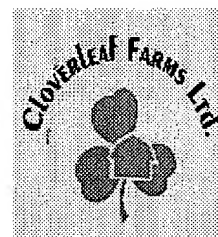
A Taste from the Caribbean was also present at this years show. **Island Kitchen** Jerk Chicken and Pork products adds plenty of spice to grilled meats. The product is available in mild, medium and hot flavours. Individually-frozen, portion-controlled and marinated, this product is perfect for the Caribbean ethnic food trend. email: islandkitchen@home.com

Innovative Product and Packaging Ideas

In keeping with the movement towards healthier food **So Soya+** presented a soy product labelled as fat-free, cholesterol free and GMO-free, meaning that it contains no genetically modified ingredients and was grown using traditional farming methods. It has no additives or preservatives and a shelf-life of two years. So Soya has no flavour but can readily absorb moisture and other flavours, making it a very versatile product. So Soya has a meat-like texture than tofu and can be soaked in a liquid of choice and added to stir fries, fajitas, patties, tacos, lasagna ® or added in dry form to soups, stews, pastas, etc. It is packaged as a dried product, pre-sliced and does not require refrigeration. It is available in 227 gram boxes. Nutritional information can be found at www.portello.com



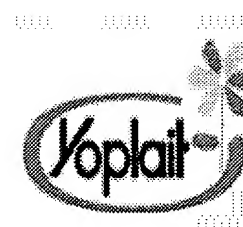
Cloverleaf Farms Ltd. presented summer sausages in animal shapes, new as a year-round product. Using casings from Europe, Teddy bears, bunnies and bees are all available in 500g sizes, and pigs are available in 400g or 2kg sizes. Colours include red, green and brown. This product should be especially appealing to children.



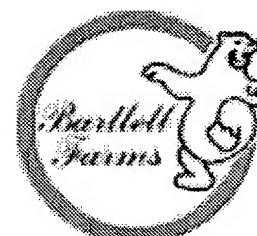
Prestige Ultra Liquid Whole Egg by **Bon-EE-Best** is an excellent alternative to shell eggs, frozen whole eggs or regular liquid whole eggs and can be used to make scrambled eggs, omelettes, cake mixes, pasta, custard, quiches, etc. This Canadian product is produced by the special Prestige Ultra Pasteurization and ® Homogenization process which gives this product excellent functional properties and improved storage characteristics. In addition, it is certified as Salmonella, Listeria, and E. coli negative by a federally accredited laboratory. Prestige Ultra Liquid Whole Egg contains whole eggs and less than 0.1% citric acid. It is Kosher approved. This product is available in 1kg gable-top Rex cartons shipped 12 per box, and should be stored unopened at 0 - 4 degrees Celsius. www.burnbraefarms.com



Yogourt in a tube! **Yoplait's** new product packaging is targeted at youth as an easier and more exciting way of eating yogurt. The six flavours (cherry, raspberry, peach, grape, blueberry and strawberry) are available in boxes of eight 60g packages. These tubes can be stored in a refrigerator or frozen as a new appealing way to enjoy yogurt.® www.generalmills.com/yoplait/



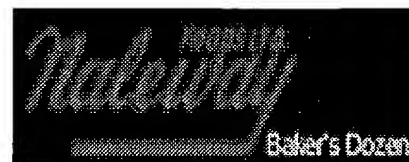
Bartlett Farms introduced new IQF Potato Letters and Numbers as fun alternatives to french fries, especially for children. Available frozen, in 12 x 450g and 1 x 10kg cartons. For more information see www.bartlettfarms.com



Labonté Honey Inc. introduced a new sweetener comprised of a fructose and honey-powder blend suitable for use in cold or hot beverages. This product boasts all-natural ingredients and is aspartame and saccharine free. It can be used as a dessert topping and has all the flavour of honey in a dry powder format. Available in boxes of 50 (3g each), and in cases of 12 of the 50 packet boxes. More information on this and other Labonté Honey products may be found at www.labontehoney.com

Miel **Labonté Honey inc.**

Introducing Little Buns of Joy from **Naleway Foods Ltd.**, in plain, blueberry, and cinnamon-raisin flavours. These stuffed bagel buns are filled with plain cream cheese, frozen, individually wrapped, and ready to eat. ® www.naleway.com



Desserts

Sugar Stix Inc. introduced its product in a attractive new package, giving individual sugar packets their first new image in approximately 50 years. The long slender packages use 30% less paper and allow three times more sugar to be placed in one caddy. Companies can customize the messages and logos which appear on the packages.

Imported from Sweden by **Pathrite Inc.** and new to Canada, Almondy European Style Almond Cakes contain all-natural ingredients and are available in three flavours, almond, chocolate, and apple. Individual pieces are available in triangular-shaped boxes complete with a wooden spoon attached to the inside cover. Supplied in packages of 36 individual servings of approximately 65g to 70g each, Almondy is ® ideal for sale at small stores, fast-food outlets, coffee shops and on planes and trains. www.almondy.com



®: The logos contained in this report are registered trademarks of their respective companies.

REFERENCES

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PRODUCT INFORMATION

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Expresco Food Group Inc.

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Nunavik Arctic Foods (1998) Inc.

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Email: info@portello.com

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1310 Steeles E
Brampton, ON L6T 1A2
Tel: (905) 450-6400
Fax: (905) 450-7365
www.generalmills.com/yoplait/

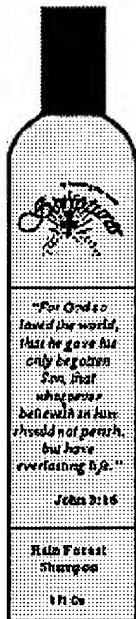
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physical and well being problems.

OUR PRODUCTS

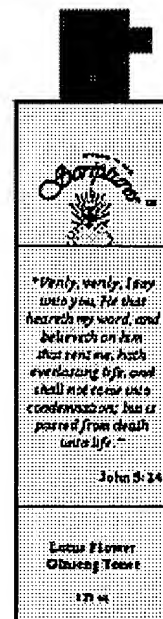
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...erdict i. in on ynt. etic. eta carotene, one...ould supplement his or her diet with natural beta-carotene formulated to more closely resemble a carotenoid ratio that is found in nature. Research shows that people with a relatively high intake of beta-carotene from natural sources have about half the risk of developing lung or colon cancer.

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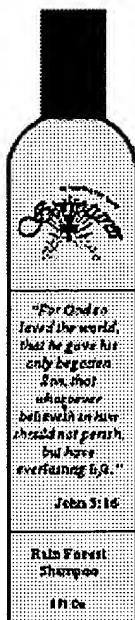
Scriptures(tm) B-50 Complex The B vitamins help to maintain the health of the nerves, skin, eyes, hair, liver, and mouth as well as healthy muscle tone in the gastrointestinal tract and proper brain function. Adequate intake of the B vitamins is very important for elderly people because these nutrients are not as well absorbed as we age. There have even been cases of people diagnosed with Alzheimers disease whose problems were later found to be due to a deficiency of B vitamins.

Scriptures(tm) C.B.R. - A super combination of Vitamin C, Bioflavonoids, Rutin, Rose Hips, and Hesperidin. Bioflavonoids enhance the absorption of vitamin C and the two should be taken together. Vitamin C is an antioxidant that is required for tissue growth and repair, adrenal gland function, and healthy gums. It also aids in the production of anti-stress hormones and interferon, and is needed for the metabolism of folic acid, tyrosine, and phenylalanine. It protects against the harmful effects of pollution, helps to prevent cancer, protects against infection, and enhances immunity. Vitamin C also increases the absorption of iron. It may reduce cholesterol levels and high blood pressure and prevent atherosclerosis.

Scriptures(tm) Buffered Vitamin C - A great source of vitamin C that is gentle on your stomach. Vitamin C is a powerful anti-oxidant that helps prevent many diseases. Also contains bioflavonids, rutin and hesperidin to increase the benefits of vitamin C.

Scriptures(tm) Natural Vitamin E Vitamin E is an antioxidant that is important in the prevention of cancer and cardiovascular disease. It improves circulation, is necessary for tissue repair, and is useful in treating premenstrual syndrome and fibrocystic disease of the breast. It promotes normal blood clotting and healing, reduces scarring from some wounds, reduces blood pressure, aids in preventing cataracts, improves athletic performance, and relaxes leg cramps. It also maintains

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healthy nerves and muscles while strengthening capillary walls. It also promotes healthy skin and hair, and helps to prevent anemia.

Scriptures(tm) Calcium & Magnisum Chelete - Calcium is vital for the formation of strong bones and teeth and for the maintenance of healthy gums. It is also important in the maintenance of a regular heartbeat and the transmission of nerve impulses. Calcium lowers cholesterol levels and helps prevent cardiovascular disease. Magnesium is a vital catalyst in enzyme activity, especially the activity of those enzymes involved in energy production. It assists in calcium and potassium uptake. A deficiency of magnesium interferes with the transmission of nerve and muscle impulses, causing irritability and nervousness. Supplementing the diet with magnesium can help prevent depression, dizziness, muscle weakness and twitching, and premenstrual syndrome and also aids in maintaining the bodys proper pH balance.

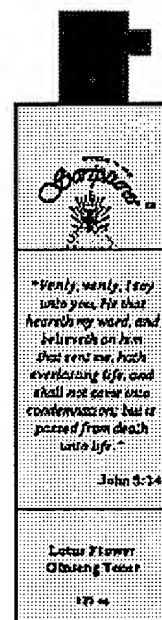
Scriptures(tm) Hemo-Iron - Iron is an essential element that plays a vital role in oxygen transport and many other metabolic processes. Despite the relatively small amount of iron required per day, nutritional iron deficiencies are prevalent throughout the world. A major cause is the fact that most forms of food and inorganic iron are poorly absorbed and utilized by the body. This formula contains the patented ingredient Ferrochel® (Iron-Glycine Amino Acid Chelate) for maximum absorption and benefit.

Scriptures(tm) Zinc 50 Citrate - this essential mineral is important in prostate gland function and the growth of the reproductive organs. Zinc may help prevent acne and regulate the activity of oil glands. It is required for protein synthesis and collagen formation, and promotes a healthy immune system and the healing of wounds. Sufficient intake and absorption of zinc are needed to maintain the proper concentration of vitamin E in the blood. It will also increase the absorption of vitamin A.

OTHER NUTRITIONAL SUPPLEMENTS

Scriptures(tm) Super Acidophilus - 700 million count per capsule. Lactobacillus acidophilus, or acidophilus as it is commonly known, is a source of friendly intestinal bacteria and more effective than yogurt. Regular use of acidophilus keeps the intestines clean. Many doctors prescribe acidophilus in conjunction with oral antibiotic treatments because antibiotics destroy beneficial

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intestinal flora often causing diarrhea as well as an overgrowth of the fungus *monilia abricans*. This fungus can grow in the intestines, vagina, lungs, mouth, on the fingers, or under the nails. It will usually disappear after a few days use of generous amounts of acidophilus culture. Acidophilus culture can eliminate bad breath caused by intestinal putrefaction, constipation, foul-smelling flatulence, and aid in the treatment of acne and other skin problems.

Scriptures(tm) Alpha Lipoic Acid - Alpha Lipoic Acid is recognized as a "Universal Antioxidant, providing a greater variety of cellular protection. It also demonstrates effective antioxidant activity both inside and outside the cell membranes. Alpha Lipoic Acid also works to recycle vitamins C and E, as well as Coenzyme Q10. This recycling ability means that it can actually help extend the life and effectiveness of other antioxidants in the body.

Scriptures(tm) Grape Seed Extracts - This extract is one of the most powerful Anti-Oxidants known (50 times more powerful than Vitamin C) can help alleviate arthritis, phlebitis, prostatitis and other inflammatory conditions. Grape Seed Extract can also help reduce your chance of heart disease, cancer, Alzheimer's disease, cataracts, and can even help slow down the aging of your skin! Many scientists now believe these conditions and more than 60 other disorders are directly caused by free radicals. 92% OPC. A product that everyone should be using.

Scriptures(tm) Co-Enzyme Q10 - Coenzyme Q-10 is responsible for generating 95% of the total energy extracted from the food you eat. This nutrient is an essential component of the membranes of mitochondria, that manufacture ATP which is, the basic energy molecule of the cell. Recent findings indicate that the levels of Coenzyme Q10 decline as we age. Coenzyme Q10 has been shown to be effective in preventing toxicity from a large number of drugs used to treat older people and diseases of aging. When energy molecule of the cell. Recent findings indicate that the levels of Coenzyme Q10 decline as we age. Coenzyme Q10 has been shown to be effective in preventing toxicity from a large number of drugs used to treat older people and diseases of aging. When deficiencies in Coenzyme Q10 occur as a result of aging, supplementation can be

considered anti-aging therapy. Also has been known to help relieve the symptoms of many Asthma sufferers.

Scriptures(tm) Glucosamine Sulfate Glucosamine is an amino acid sugar that is formed from glucose in the body and is the building block for larger molecules. These large molecules are used by the body to build a variety of connective tissues including cartilage, tendons, ligaments, and inter vertebral disks. Glucosamine is also involved in the development and maintenance of blood vessels, the intestinal lining, and as the main ground substance for bone and cartilage. Glucosamine is one of the major components in the healing and movement of the joints. Research indicates that the use of glucosamine sulfate can aid in osteo-arthritis, joint pain and damaged tendons and ligaments.

Scriptures(tm) Mega EPA 500 (Omega 3 fatty acids) - Omega-3 fatty acids are a unique component of fish and fish oils. Some of the many things they have been found to do are to help retard arteriosclerosis, lower LDL cholesterol and triglycerides, reduce blood viscosity and help prevent heart attacks and strokes, lower blood pressure, enhance the immune system, alleviate rheumatoid arthritis, and offer protection against migraines and kidney disease.

Scriptures(tm) Mega Garlic & Parsley - Garlic may be the wonder drug of the herbal world. This amazing herb does everything from aid in the treatment of ear infections to help prevent heart disease and cancer. It has also been used to treat tuberculosis. Biologist Louis Pasteur put garlic to the test and discovered that it could indeed kill troublesome microorganisms. Garlic has been used as an anticoagulant to resolve fresh blood clots and has been shown to lower cholesterol while increasing the level of beneficial HDLs (high-density lipoproteins). Garlic also lowers blood pressure. There is evidence that garlic can affect the mortality rate of heart attack victims. It can also help fight infections, destroy some types of cancer cells, it is an excellent digestive aid and is also used to relieve gas. Parsley is a naturally great for the digestion. It relieves gas and is a natural diuretic. It is also a good expectorant and can be used for coughs and asthma. Parsley is also a wonderful source of chlorophyll and is one of nature's own breath fresheners which is why it works well with garlic.

OUR ALL NATURAL HERBS

Scriptures(tm) St. Johns Wort - This remarkable herb has been featured on TV's 20/20 and Newsweek Magazine. It has been scientifically known to relieve depression and anxiety. It is now the number one prescribed product for depression in Germany. It also has been known to relieve neuralgia and sleep disorders. A wonderful natural remedy for depression and anxiety. When taken along with Grape Seed Extract and Valerian it has been known to relieve the symptoms of ADD (Attention Deficient Disorder). Truly a remarkable herb. NOTE: Light skinned individuals should avoid direct sunlight when taking this herb.

Scriptures(tm) Saw Palmetto - This herb has been scientifically proven to relieve the symptoms of a benign prostate enlargement and help curb frequent urination problems. A must for men over forty. Also used to help curb coughs due to colds and has been known to help asthma and bronchitis. 4:1 extracts.

Scriptures(tm) Ginkgo Biloba - Ginkgo Biloba extract for improved memory, headaches, ringing in the ears and Alzheimer's! Europeans and Asians regularly use Ginkgo to help them feel younger, healthier and improve their brain power. Regular use of Ginkgo can help both the memory and reaction time by improving blood circulation to the brain. It is also a mood enhancer, making you feel good, naturally! Ginkgo is used to treat poor blood circulation to the hands and feet, varicose veins and leg problems, and bronchitis, asthma and coughs. Ginkgo is also used to help arthritis and rheumatism problems, eye weakness caused by poor blood circulation, and can relieve both tension and anxiety. For those that suffer from low energy, dizziness, mental fatigue, cold hands and feet, and swelling in the limbs. Ginkgo Biloba may be the answer to mental alertness and energy! Standardized Plus 24%.

Scriptures(tm) Valerian Root Extract - Called the "Relaxing Herb" Valerian is recognized world wide for its relaxing effect on the body. In Europe, it is often prescribed to treat anxiety. Unlike many of the prescription drugs commonly used in the United States for this purpose like Valium and Xanax, valerian does not have their unpleasant side effects and it is not addictive.

For centuries, valerian has been used to relieve muscle cramps related to stress, menstrual cramps, and premenstrual syndrome PMS. Common uses of Valerian: anodyne, antispasmodic, nervousness, anxiety, restless,

headache, hysteria, sedative, sleep aid, tension, headaches, fever, digestive problems, urinary tract disorders, insomnia, depression, heart palpitations, vertigo, sleep disorders, PMS, hyperactivity and hypochondria. Standardized Plus. For occasional use only.

CAUTION: Valerian has a synergistic effect with alcohol. When valerian and alcohol are taken together, the two greatly exaggerate each other's effect on the body. Not only does this synergistic relationship encourage abuse but when combined the two can pose serious side effects. In extremely high dosages, valerian may cause paralysis and a weakening of the heartbeat. So **DO NOT** exceed recommended dosage and **DO NOT** take with alcoholic beverages.

Scriptures(tm) Kava-Kava Induces physical and mental relaxation. Helpful for anxiety, depression, insomnia, stress-related disorders, and urinary tract infections. For occasional use only.

Scriptures(tm) Milk Thistle Extract - Milk Thistle Extract is extremely popular as a tonic for the liver, the body's second largest organ. This herb contains a flavonoid called silymarin that has been shown to have a direct effect on liver cells. The liver plays a critical role in maintaining good health by producing bile which is necessary for the breakdown of fats, detoxifying poisons that enter our bloodstream such as nicotine, alcohol, and pollutants such as carbon monoxide, and is the place where vitamins A, D, E, and K are stored. Studies show that this herb enhances overall liver function as well as stimulating the production of new liver cells. Standardized 80%.

Scriptures(tm) Siberian Ginseng Root Strengthens the adrenal and reproductive glands. Enhances immune function, promotes lung functioning, and stimulates the appetite. Useful for bronchitis, circulatory problems, diabetes, infertility, lack of energy, and stress. Also protects against the effects of radiation exposure. Used by athletes for overall body strengthening.

Scriptures(tm) Cranberry Juice Concentrate & Vitamin C - This formula has been proven effective for treatment of urinary tract infections in a number of clinical trials. Many people believe the action of cranberry juice is due to acidifying the urine and the antibacterial effects of a cranberry component, hippuric acid. In addition, recent studies have shown components in cranberry juice to

reduce the ability of bacteria to adhere to the lining of the bladder and urethra. In order for bacteria to infect, they must first adhere to the mucous. Cranberry Juice Concentrate helps prevent this from occurring.

Scriptures(tm) Echinacea & Goldenseal Root Echinacea stimulates certain white blood cells and has anti-inflammatory and antiviral properties. Good for the immune system and the lymphatic system. Useful for colic, colds, flu, and other infectious illnesses. Golden seal acts as an antibiotic, cleanses the body, has anti-inflammatory and antibacterial properties, increases the effectiveness of insulin, and strengthens the immune system. Used at the first sign of possible symptoms it can stop a cold, flu, or sore throat from developing. For occasional use only.

Scriptures(tm) Cats Claw- Called The Miracle of the Amazon! It helps stop viral infections in the early stages and is beneficial in the prevention and treatment of many conditions including acne, arthritis, prostatitis, ulcers, cancer, lupus, herpes, hypertension, gastritis, hemorrhoids, varicose veins, and many more. Cat's claw, a very potent antioxidant, also contains some unique and varied phytochemicals such as oxinole alkaloids, triterpenes, glycosides and sterols, which give it adaptogenic, anti-tumor, antimicrobial and anti-inflammatory properties to stimulate and strengthen the immune system. Standardized Plus.

Scriptures(tm) Rei-Shin-Gen (Shiitake & Reishi Mushrooms) - Shiitake Mushrooms contain a polysaccharide called lentinan that has been shown to slow the growth of cancerous tumors in animals. Lentinan may work by enhancing the immune systems ability to fight against infection. Shiitake also lowers cholesterol and helps prevent heart disease. Reishi Mushrooms may also stop the growth of cancerous tumors. Other studies have confirmed that this mushroom has a strong antihistamine action that can help control allergies. Reishi Mushrooms can also lower cholesterol and help prevent blood clots.

Scriptures(tm) Green Tea Extract - Green tea contains numerous compounds including the flavonoid catechin, that have antioxidant and health-enhancing properties. It protects against cancer, lowers cholesterol levels, and reduces the clotting tendency of the blood. It also shows promise as a weight-loss aid that can promote the burning of fat and help to regulate blood sugar and

insulin levels. Green tea combats mental fatigue, lower the risk of esophageal, stomach, colon, and skin cancer, and delay the onset of arteriosclerosis. Standardized Plus.

Scriptures(tm) Dong Quai - Dong Quai is an all-purpose herb for a wide range of female gynecological complaints. For centuries women have used this herb to regulate the menstrual cycle and quell painful menstrual cramps caused by uterine contractions. It may also be used to eliminate the discomfort of premenstrual syndrome (PMS). Dong Quai is also reputed to be useful against hot flashes and other symptoms of menopause caused by hormonal changes. Rich in vitamins and minerals including A, B12, and E, this herb may also prevent anemia. Dong Quai has also been used to treat insomnia and high blood pressure for both sexes. Both men and women can use this herb as a blood tonic.

Scriptures(tm) Pau D Arco - The bark of this tree comes from Brazil and has numerous health benefits. Its an old-time remedy for candida, athletes foot, and other annoying fungal infections. Lapachol, an extract from the trees bark, contains active ingredients found to be effective against some forms of cancer. It may also be quite usefuk against parasitic infections. Pau D' Arco seems to lower blood sugar levels, which may help prevent diabetes. It is also known to be a helpful digestion aid.

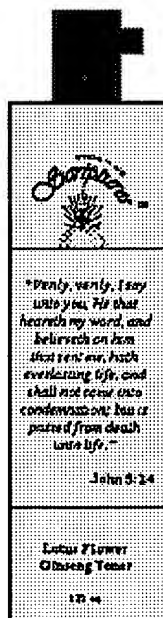
Watch for more nutritional products to be added in the near future!!

*DISCLAIMER: All of the above claims are the opinion of independent studies and are not the opinion, claims guarantees or advise of ScripturesTM its staff or any of its members. We recommend consultation from your health care professional before dieting or taking any nutritional supplement.

NATURAL WEIGHT MANAGEMENT

Scriptures(tm) Diet Plan A Replacement meal loaded with 25 vitamins, minerals and 9 amino acids. 49% protein. Calories 110, Protein 22 gm. Carbohydrates 4 gm. Fat less than 1 gm. Of fat. With 8 oz. of non-fat milk. Calories 200, Protein 31 gm. Carbohydrates 17 gm. Fat less than 1 gm. Vanilla flavored power. approximately 19 servings per container.

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Scriptures(tm) Slender Our natural blend of 12 herbs that have been proven to curb appetite, boost metabolism and help digestion. Contains: Chickweed, Safflower Flowers, Burdock Root, Parsley, Norwegian Kelp, Licorice Root, Fennel, Echinacea, Black Walnut, Hawthorne Berries, Papaya and Cayenne.

NATURAL SKIN CARE PRODUCTS (No Harsh chemicals)

Scriptures(tm) Orange Blossom Cleansing Milk - Extracts of Orange Blossom, Anatto and Mandarin Oil are designed to gently wash away impurities while providing the valuable nutrients and moisturizing properties to maintain soft, beautiful skin. For normal skin. pH 4.5-5.5.

Scriptures(tm) Vita-Pure Cleansing Milk - This light weight cleansing milk contains nutritive vitamins A, D3, and E, along with extracts of Linden, Bisabolol and Guaiazulene. The beautiful natural floral oils will leave your skin silky smooth. Especially made for dry, sensitive and/or mature skin. pH 4.5 - 5.5.

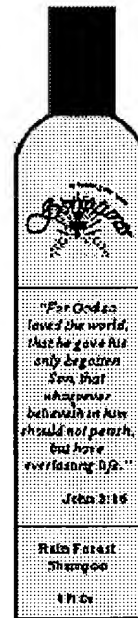
Scriptures(tm) Deep Purifying Cleanser This lathering formula deeply cleanses and utilizes the antiseptic action of Salicylic Acid while Citric and Malic Acids work to remove dead skin cells. The calming effects of Sage and Cucumber extracts help to balance overactive oil glands. Anti-oxidants vitamins C & E add further protection. Especially made for oily/and or problem skin. pH 4.5 - 5.5.

Scriptures(tm) Lotus Flower Ginseng Toner Extracts of Lotus Flower to soothe and nourish your skin. Extracts of Ginseng invigorate and condition your skin. Nutrients help to revitalize and leave your skin feeling refreshed and ready for daily moisturizer. Great for a soothing after shave lotion. Especially made for normal skin. pH 4.5 - 5.5.

Scriptures(tm) Plant Essence Toner This soothing and refreshing toner contains Lavender Oil which is known to calm the skin while possessing a wonderful aromatic essence. Anti-oxidants vitamins A and E along with organic astringents of Cucumber and Arnica make this an exceptional toner. Made for dry, sensitive and/or mature skin. pH 4.5 - 5.5.

Scriptures(tm) Clarifying Astringent This cooling

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astringent helps to restore health to oily and/or problem skin. Peppermint extracts and Menthol essential oil are added for their anti-bacterial properties while Witch Hazel helps inflamed skin. Carrot Extract contains Vitamin A, which helps fight acne. Especially made for oily and problem skin. pH 4.4 - 5.5.

Scriptures(tm) Face Quencher This one-of-a-kind Gel Moisturizer infuses the skin with super hydrators that force moisture into the skin and hold it there. Plumps dry tired lines virtually recapturing the radiant look of young and youthful skin. Botanical extracts of aloe vera, cactus flower, ginseng and yarrow, wheat protein and vitamins A, C, D3 and panthenol. Formulated for all skin types. pH 4.5- 5.5.

Scriptures(tm) Golden Lotion Body Balm Formulated with Glycolic (fruit) Acid. This light textured body balm coats the skin with fortifying emollients and make your skin look and feel younger. This fantastic body balm will make your skin glow without making it looking oily or greasy. Use on the bottoms of your feet and watch how smooth they will become only after a few applications. Good for all skin types. pH 4.5 - 5.5.

NATURAL HAIR CARE PRODUCTS (Contain NO Water)

Scriptures(tm) Rain Forest Shampoo A gently purifying shampoo for normal to oily hair. Enriched with botanicals, extracts of aloe vera, chamomile, cherry bark, neutral henna, calendula, Pro-vitamin B5 and whole wheat. Will not strip color treated hair. pH 4.5 - 5.5.

Scriptures(tm) Morning Dew Shampoo A very gentle shampoo for the special needs of permed, color treated, dry or damaged hair. Nourishing extracts of whole wheat protein, jojoba oil, phytantriol, sweet almond oil and vitamins A, B5, D and E. pH 4.5 - 5.5.

Scriptures(tm) Spring Meadow Conditioner This light conditioner restores moisture and adds tensile strength. Loaded with extracts of goldenseal, jojoba oil, cherry bark, calendula, hops and vitamins A, D and E to tame even the most unmanageable hair. Rinses out thoroughly, and will not coat or build up on hair. pH 4.5 - 5.5.

Scriptures(tm) Rain Drops Leave-In Treatment - This remarkable leave-in treatment actually restores, texturizes and repairs like nothing you have ever tried.

before, with absolutely no build up. Fortified with botanicals of carrot extract, sea kelp, honey, lecithin, spirulina, whole wheat protein and vitamins A, D and E. For all hair types. pH 4.5 - 5.5.

Scriptures(tm) Sun Shine Firm Spray This low (grain) alcohol non oily formula that gives hair shine, shine, shine without added weight or build-up. Eliminates the frizzes and ends static electricity. Formulated with aloe vera, angelica, rosemary, sage, chamomile, hops, calendula, jojoba oil, goldenseal, cherry bark and Pro-vitamin B5. Great for all hair types. Also contains a sun screen to protect your hair from the effects of the sun. pH 4.5 - 5.5.

BATH AND SHOWER GELS*

Scriptures(tm) INVIGORATING - This stimulating gel has essential oils of eucalyptus, spearmint and peppermint and gently cleanses your skin to keep it soft and smooth. pH 4.5 - 5.5.

Scriptures(tm) PURIFYING - Essential oils of orange, Italian lemon and geranium to purify and gently cleanse your skin without drying. pH 4.5 - 5.5

Scriptures(tm) RELAXING - Tease the senses with essential oils of our vanilla and orange blend while cleansing away impurities. This normal to dry formula renders the skin soft and refreshed. pH 4.5 - 5.5

Scriptures(tm) ALMOND CREME - This moisturizing creme is rich in emollients and natural cleansing ingredients. This formula provides the ultimate and soothing bubble bath experience. pH 4.5 - 5.5

*All of our Bath & Shower Gels are for all skin types and have been scientifically designed and formulated to be 100% compatible with your skin. Will not dry or damage your skin. Use a loofah sponge or plastic sponge for maximum economy and benefits.

"We know you will love all of our products. They really are the best you can buy anywhere. That's a personal and Christian promise from us."

Love in Christ,
Rosario & Susan Abate,
Founders of Scriptures(tm)

REAL Testimonies from a few of our Members

"A Christian friend of mine asked me for months to try Scriptures(tm) Skin Care products. Since I was already a distributor for another skin care company I never ever thought I would find anything better. Boy was I wrong! After trying Scriptures(tm) Skin Care Products, I have one word for them. AWESOME!!! I am now a Team Member of Scriptures(tm)."

Laurie Flasher of Ohio - ID # 1029

"Terry and I started taking Scriptures(tm) Spirulina about a month ago and since then, with eating right and exercise, Terry has lost 30 lbs. and I have lost 20 lbs. After taking it for three days, we also noticed that we did not have the general "aches and pains" that we have had for the last few years--especially in our knees. It is much easier to walk up and down stairs now. We both have more energy and just feel much better.

Terry & Linda Price of Tennessee - ID # 1615

"I have a testimony to share about Scriptures(tm) shampoo and conditioner. Scriptures(tm) shampoo is the best I have every tried. I am of a multi-ethnic background which has made my hair coarse in places and fine in others. Its hard to find a shampoo which will work for me. My hair is long and I also have scalp problems. Most shampoos irritate my scalp and eventually dry out my hair. With the Scriptures(tm) Morning Dew Shampoo and Scriptures(tm) Spring Meadow Conditioner my scalp has cleared up and my hair feels great and is growing instead of breaking off as it used to."

Michele Butler of Arizona - ID # 6097

"By the way, I have been working with an employee of mine from a spiritual standpoint. She had a great AHA! experience listening to your Monthly Teaching Tapes on Salvation. Her husband was born a Jew but was not brought up religiously (I happen to think of this as a plus). He is beginning to understand the concept of salvation and is now excited to attend church and is open to reading materials I pass along. Pray for these folks"

Sandra Godwin of North Carolina - ID # 1451

"As a professional hair stylist myself for the past 15

years. I know a good product when I see one. Scriptures(tm) Salon Products are better than good, they're GREAT!!! I also like the idea of belonging to a Christian company and I am looking forward to the day when I can do this full time. Praise God."

Anthony Grassia of Ohio ID # 1019

"I am an avid proponent of Scriptures(tm) Grape Seed extract. I had problems with cellulitis in my legs. The doctor at one point put me in the hospital on bed rest. He put me on antibiotics and ordered warm moist compresses for my legs. I must say that since I have been on Scriptures(tm) Grape Seed Extract I have no more problems."

David Langdon of Pennsylvania - ID # 3845

"For years I had a dry patchy spot on my forehead. I tried everything including a trip to the dermatologist. However, nothing worked. In one of Scriptures(tm) newsletters they were encouraging men and women to try their Scriptures(tm) Lotus Flower Ginseng Toner as an after shave lotion. I ordered a bottle (I love it by the way) and I thought maybe I'll use this on that dry patchy spot. Low and behold the spot completely disappeared and has not re-appeared. Its been 4 months and I still have about 1/3 of the bottle left."

Bill Boylan of South Dakota - ID # 3401

"I've sent prayers up to Him for Marg more than once. Someway, let her know that I have a sister-in-law who had surgery on her foot. For three years the swelling did not go down. She walked around on what looked like a club foot. The doctors could not help. I was just telling her one day about Golden Lotion Body Balm that I used. In addition to the regular effects of this lotion, someway, somehow it helped to stop the swelling of my hands and ankles. She asked me to try some of mine. I gave her a bottle of mine. When I talked to her before the end of the week, this is about what she said ---- I can see my foot!!!! It is so small and narrow, I'm almost afraid to walk on it. I was so used to walking around on that thick piece of meat for so long, I thought I'd never see it again."

Dee Gilliam of Newark DE ID # 6017

"I LOVE the Scriptures(tm) Shampoo!! I am a former

Neways user and I did not like that product at all!! It made my hair flat and lifeless. I gave the shampoo to my mom to try because it was supposed to be so good and her hair was worse than mine with it! They (Neways) claim to spend many dollars on product ingredients and the first one listed is water!! My mom and I both use Scriptures now and we both LOVE it!!"

Jaylme Inkelaar of Kansas. I.D. # 1431

"I put a classified ad in the March issue of Christianity Today and my FIRST month I got well over 80 inquires. Im having a hard time (Praise God) keeping up with them. They keep on coming and coming and coming." John Julian of Texas I.D. # 1093

"Weve tried many salon products in our time and we must honestly say that Scriptures(tm) Salon Products are (by far) the BEST we have ever tried. We use all of their salon products on a regular basis. We LOVE them. We cant get over how great our hair and skin looks and feels. We cant see using anything else."

Fred & Louise Fender of Indiana. I.D. # 1015

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The Rat's Whiskers

Fruit Juices

Snapple Elements 'Air' Rating : A-

Comments : Tangelo flavoured, which I assume is some kind of grapefruit/tangerine relative. Light, citrus but sweet.

Snapple Elements 'Earth'

Rating : A

Comments : Nice dark grape and cranberry taste, tart and dry. Contains bee pollen.

Snapple Elements 'Fire'

Rating : A+

Comments : A drink flavoured like dragonfruit! I love it. Exotic fruit taste, fascinating flavour. Contains Ginko, Guarana, and Ginseng.

Snapple Elements 'Rain'

Rating : B

Comments : Very unusual, prickly pear cactus and pear juice. A bit strange but refreshing for a change. Contains Ginseng, Agave Cactus, and Astragalus.

Snapple Elements 'Sun'

Rating : A+

Comments : Very good, exploding with flavour. Starfruit and orange juice with a spicy hint of rosemary. Contains Echinacea, Beta Carotene, and Rosemary.

Sobe Orange Carrot

Rating : A-

Comments : Very refreshing and healthy tasting. Plus I know I'm getting all the Vitamin A back that I've lost from staring into computer screens.

Back E-mail



** A fugue is a combination of amnesia and physical fright. The

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Health

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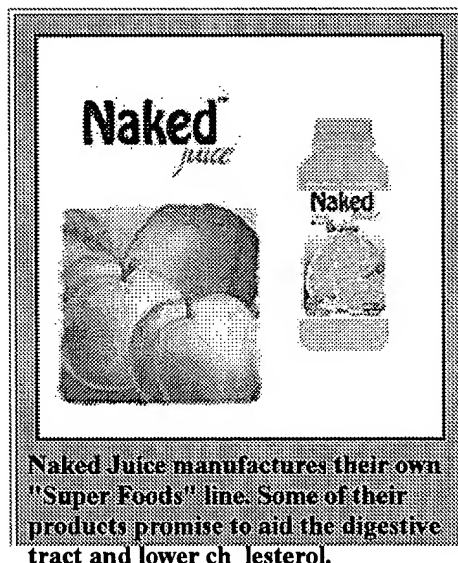
[Bars vs. Chocolate](#)

Are Smart Drinks Smart?

They promise to energize us, boost our intelligence, our potency, make us more reflective, "manage" our weight and supply us with nutrients we never even dreamed of. They're the new fortified beverages whose names invoke health, nature, strength, vitality and promises of an enriched life. They're called *Protein Blast*, *Power Pick-up*, *Big Bang*, *Get Smart*, *Vita Buzz*, *Drive*, *Chromium High*, *Mama Calcium*.

In the beverage industry, they are referred to as "food delivery systems for herbal and nutraceutical ingredients". You might also know some of them as smart drinks. Most companies don't make claims for increased nutritional benefits, although one, Traditional Medicinals recently changed almost its entire line to dietary supplement status.

Hansen's Naturals in California, a fresh juice supplier since the 1930s, introduced a line of drinks that is more of a food supplement than a mere refreshment. They include *Energy*, *Anti-Ox*, *Stamina* and *Power*. And their line of smoothies was infused with "higher ingredient concentrations" with names like *Vita Smoothie*



Drink Comparisons

Latte nutrition

names like *Vita Smoothie* and *Power Smoothie*.

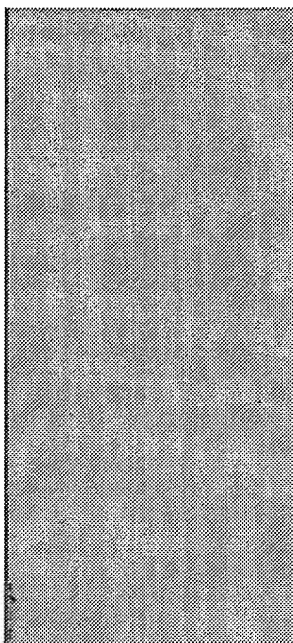
tract and lower cholesterol.
Photo courtesy of Naked Juice

Naked Juice, a juice manufacturer, came up with a "Super Foods" line, among them *Nirvana* and *Wise Guy*. Their *Green Machine* drink touts eleven different "superfoods." *Mojave Magic* promises to aid the digestive tract and lower cholesterol.

Health and refreshment beverages

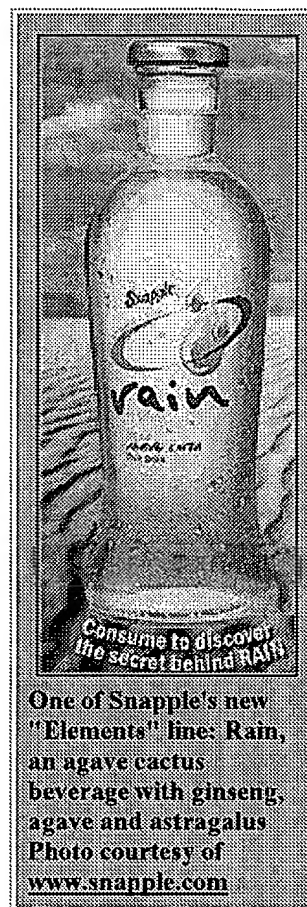
Companies adding supplemental ingredient information to their packaging call their products "health" beverages. Those who do not bill themselves as "refreshment" beverages.

It's a marketing frenzy with manufacturers tripping over each other in their attempts to snare the juiciest name. Boldly associative names like *Intellijuice* and *Immunejuice*; *Planet Green* and *Green Machine*; and *Sun*, *Fire* and *Earth*.



Snapple joined the fray with a new line called "Elements". There's *Fire*, "a dragonfruit drink fortified with ginseng, ginkgo biloba and guarana; *Earth*, a grape cranberry juice "enhanced" with ginseng, bee pollen and grape seed extract; *Rain*, an agave cactus beverage with ginseng, agave and astragalus, *Lighting*, a black tea with schizandra, ginseng and yerba mate; and, finally, *Moon*, green tea with ginkgo biloba and kava kava.

Lipton's, a company that has long been synonymous with tea, described this new marketing approach as "the wild west" in terms of the regulatory environment and are watching from the sidelines while concentrating on their standard products.



Catch 22

Rosie Schwartz, a nutritionist, author and columnist concurs. "It's the snake oil of the 21st century," she says. "You have to ask yourself, if these drinks contain a therapeutic dose (of herbal ingredients) what is one drink going to do? How much is in there and how much do you have to drink before they have some beneficial effect? Are there ingredients that can interact with medications? We don't know what's in them," she said. "Echinacea is said to boost the immune system. Well, what if you have allergies, which means the immune system is acting inappropriately; do you want to exacerbate that?"

Schwartz sees these fortified beverages as presenting a kind of Catch 22.

"There's either enough ingredient — which could interact with medications or exacerbate existing conditions. Or there is not enough to make a difference. In either case,

they're not a good choice because you're either taking something harmful or getting ripped off. And even if it doesn't harm you, how much do you have to take before it makes a difference?" she explained.

"Nothing comes close to the real thing. An orange contains a chemical brew that food manufacturers have not been able to duplicate. They can't even come close. They have to be responsible. If not, we need government to provide legislation so the consumer can be protected."

CANOE home | We welcome your feedback.

Technical questions? Click here.

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• **Rain**

Serving Size:	8.5 fl. oz.
Servings per Container:	2.5
Amount per serving:	
Calories:	120
Total Fat:	0g
Sodium:	10mg
Protein:	0g
Total Carbohydrates:	29g
Sugars:	27g

10% Juice

Agave Nectar 500mg, Ginseng Extract 250mg, Astragalus Extra 125 mg

Ingredients: water, high fructose corn syrup, white grape juice from concentrate, citric acid, natural prickly pear cactus flav r with other natural flavors, agave nectar, extracts of ginseng an astragalus, prickly pear cactus puree

• **Moon**

Serving Size: 8.5 fl. oz.
Servings per Container: 2.5
Amount per serving:
Calories: 80
Total Fat: 0g
Sodium: 10mg
Protein: 0g
Total Carbohydrates: 19g
Sugars: 18g

Green tea 550mg, Ginkgo Biloba Extract 125mg, Kava Kava Extract 125 mg

Ingredients: water, high fructose corn syrup, natural flavors, green tea, citric acid, extracts of ginkgo biloba and kava kava

- **Earth**

Serving Size: 8.5 fl. oz.
Servings per Container: 2.5
Amount per serving:
Calories: 130
Total Fat: 0g
Sodium: 10mg
Protein: 0g
Total Carbohydrates: 34g
Sugars: 30g

10% Juice

Ginseng 250mg, Bee Pollen Extract 125mg, Grapeseed Extract mg

Ingredients: water, high fructose corn syrup, concord grape juice, aronia juice and cranberry juice from concentrate, citric acid, grapeskin extract (for color), natural concord grape and cranberry flavors with other natural flavors, extracts of ginseng, bee pollen and grapeseed, gum acacia

- **Lightning**

Serving Size: 8.5 fl. oz.
Servings per Container: 2.5
Amount per serving:
Calories: 90
Total Fat: 0g
Sodium: 10mg
Protein: 0g
Total Carbohydrates: 22g
Sugars: 21g

**Schizandra Berry Extract 250mg, Ginseng Extract 250mg, Yerba
Matté 125mg**

Ingredients: water, high fructose corn syrup, citric acid, black t
natural flavors, extracts of schizandra berry and ginseng, yerba
mate

- **Fire**

Serving Size: 8.5 fl. oz.
Servings per Container: 2.5
Amount per serving:
Calories: 120
Total Fat: 0g
Sodium: 10mg
Protein: 0g
Total Carbohydrates: 29g
Sugars: 28g

10% Juice

**Ginseng Extract 250mg, Guarana Extract 125mg, Ginkgo Biloba
Extract 65mg**

Ingredients: water, high fructose corn syrup, pear juice from
concentrate, citric acid, natural dragonfruit, raspberry,
strawberry, and lime flavors with other natural flavors, grape
juice concentrate (for color), fruit juice (for color), extracts of
ginseng, guarana, and ginkgo biloba, dragonfruit puree

- **Sun**

Serving Size:	8.5 fl. oz.
Servings per Container:	2.5
Amount per serving:	
Calories:	120
Total Fat:	0g
Sodium:	10mg
Protein:	0g
Total Carbohydrates:	29g
Sugars:	28g

10% Juice

Echinacea Extract 250mg, Rosemary Extract 40mg

Ingredients: water, high fructose corn syrup, pear juice, orange juice and starfruit juice from concentrate, citric acid, natural orange and starfruit flavors with other natural flavors, Echinacea extract, beta-carotene, rosemary extract, purple carrot extract (for color), gum acacia

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One, and a two, and a three. . .

How do we describe Bois Hombre For Men only

Y2K Compliant

Why ? Because the results to date prove that.



Bois" is the french word for "wood". "Hombre" is spanish for "Man".

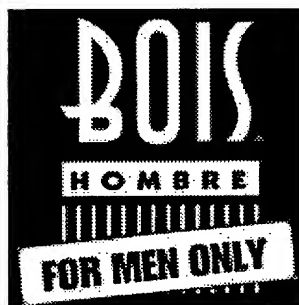
We wanted to capture this sense of being in the products. So, we carefully researched these products to target Men's main skin concern, namely razor bumps, ingrown hair, alcohol free products, dry and itchy scalp, dry skin and hands.

Bois Hombre products contain ginseng, aloe vera, rachette(cactus), sandalwood, tea tree oil, some of nature's best healers.

What do our Bois Hombre users and their partners say?

- I had razor bump problems and they have disappeared.
- It cleared up my dry scalp problem. I used to shed a lot before, now it's gone!
- The ladies love the Bo Hombre Dry Skin Relief. They say it smells so good on me Hmm, I'm in business
- Bois Hombre! It's goo to go.
- I bought the line for my husband but I'm using some of it on me.

Bois Hombre Pre Razor Relief: Can be used before or after shaving depending on whether a razor or electric shaver is used. The <u>tea tree oil</u> and <u>aloe</u> formulation acts as an anti-inflammatory, antiseptic and soothing agent. This minimizes breakouts, reduces razor bumps and seeks to minimize ingrown hair problems.	#02905 - 4 fl oz #02910 - 2 fl oz
Bois Hombre After Shave Relief Is alcohol free with sandalwood, ginseng, tea tree oil which soothes the skin so that it would not dry out and toughen the skin. This aids ingrown hair problems.	#02902 - 4 fl oz #02908 - 2 fl oz
Bois Hombre Shampoo: With <u>ginseng</u> , <u>rachette (cactus)</u> and <u>tea tree oil</u> is designed to control itchy and dry scalp problems.	#02904 - 8 fl oz #02906 - 2 fl oz
Bois Hombre Dry Skin Relief: With <u>aloe vera</u> , <u>ginseng</u> , <u>cocoa butter</u> and SPF moisturizes and protects dry skin and hands. It has a great masculine fragrance.	#02901 - 8 fl oz #02909 - 2 fl oz #02912 - Bois Three Pi Travel Kit

Hair Care**Skin Care****Lip Care****Caressable****HOM**

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Your questions about our Natural Products answered.....

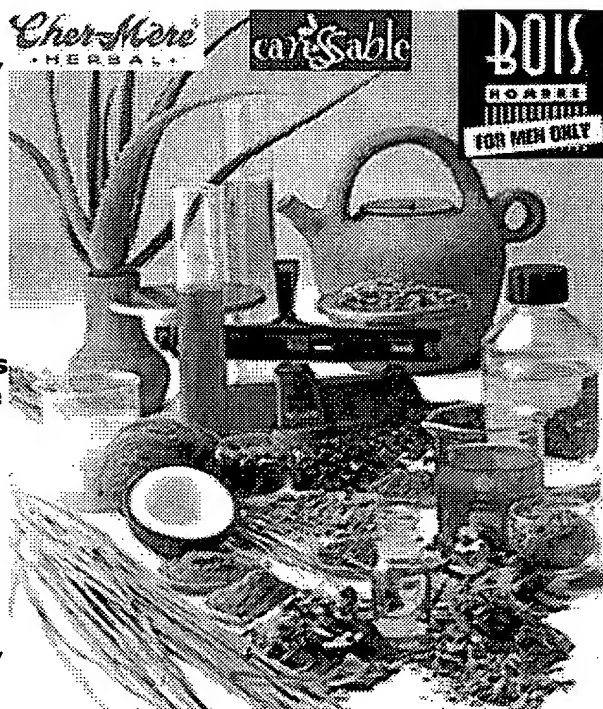
The Herbarium Ltd manufactures natural and herbal based products using freshly cut aloe vera, lemon grass, cactus, pure unadulterated beeswax, pure honey, cocoa butter, pure deodorized coconut oil from the coconut oil from the coconut factories in Trinidad and Tobago.

Essential oils of the highest quality are imported from Europe and we have been using this source for the last fifteen(15) years and have produced fantastic results. Many essential oils are not available in the Caribbean, however raw materials like spices and herbs are shipped to houses in the Caribbean from the US because they are very expensive to produce.

The Canadian, US and Trinidad & Tobago, Food and Drugs Act requires that products which are not self preserving be preserved to protect the microbiological integrity of the products marketed to the public. This applies to all cremes, lotions or emulsified products (involves most times a mixture of oil phase and water phase). As you are aware even water has to be chlorinated to maintain the microbiological integrity or bacteria can begin to flourish.

Secondly all products by Food & Drugs Standards must have a shelf-life of at least 2 - 3 years which makes some sort of preservation imperative, the exception to this is any oil based products e.g. Hair Food, Hot Oil, Body Oil, Aroma-therapy Oils etc. The Herbarium Ltd and Herbal Affaire are very mindful of this and use only where necessary less than the minimal amount required by law which is less than 1% preservative in it's lotions and cremes. This in no way diminishes the high percentage of natural ingredients used in our products.

Thirdly, in order to have a well informed customer we declare all ingredients used in our products this is not the case with some products on shelves which leaves the consumer in the dark about some ingredients.



OUR PRODUCTS ARE NEVER TESTED ON ANIMALS

NATURAL INGREDIENTS

ALOE

Contains anthroquinones (a pain killing and healing agent), saponins (soap like feel) lignins (imparts moisturizing effect) all trace minerals (amino acids) which help to build body and skin. Used in

RACHETTE (cactus)

Cousin to aloe vera with similar properties. This has been used for years in the Caribbean to wash the hair and as an anti-dandruff type herb, also has a lot of saponins. Also taken internally as a purifier.

Cher-Mere Shampoo and Conditioner, Bois Hombre Shampoo. Due to the properties of aloe vera it is used in nearly all Cher-Mere, Caressable and Bois Hombre products for healing, moisturizing, enhancing the skin and soap-like feel.

Both the Aloe and Rachee are harvested just prior to production, cut into little pieces, liquefied and used in manufacture. This allows for a fresher and more natural product.

BEESWAX

Obtained from special hives. One could still smell the honey remnants in the wax. The beeswax used in our Cher-Mere Skin Care Line is unadulterated and 100% natural. It is used as an emulsifying agent, stabilizing the product.

ROSEHIP HERB

Contains more Vitamin C than any other natural source, namely 20 - 40% more than oranges. Therefore it helps the skin to slow down the degenerative aging of the skin - wrinkles, flabbiness, discolorations etc, due to physiological changes in collagen which is the intercellular cement substance of the skin (holds the skin together firmly). An increase in Vitamin C in the tissues will keep the collagen strong and elastic producing younger skin.

CHAMOMILE

A neutral healing herb that contains azulene a natural healing agent. It helps reduce skin puffiness, assists with black head problems and is a good skin cleanser. Used in Cher-Mere Toners, Cleansers, Moisturizer 1.

GINSENG

Acts non-extraordinarily and non-selectively on men's various stress factors. On fostering health and appetite and mental activity and other troublesome factors. This is borne out by Studies on Ginseng at the Korean Ginseng Research Institute. It is formulated in Bois Hombre Shampoo, Pre Razor, After Shave Relief, Dry Skin Relief

LEMON GRASS

Used in Cher-Mere Shampoo and Conditioner, Bois Hombre Shampoo.

COCOA BUTTER

Our products contain 100% pure cocoa butter which has emollient, moisturizing and healing properties. Trinidad and Tobago is known for one of the highest quality cocoa in the world from which the best chocolates are made and cocoa butter extracted.

COCONUT OIL

The Caribbean is noted for its coconuts and is part of the exotica of the Caribbean. The coconut oil we use in our products, has been slightly deodorized and fresh coconut oil is purchased from the Coconut Oil factories to be used in the products. One of the secrets of beautiful skin coming out of the Caribbean may be due to coconut oil, as when we are babies our parents use it to moisturize our skin after every bath. We use this fantastic natural oil in Cher-Mere Herbal Hair Food, Oil Treatment, Caressable Body Lotion and Body Oil, Bois Hombre dry skin relief

CUCUMBER & PASSION FRUIT

Freshly picked cucumber and passion fruit are used in the manufacture of Cher-Mere's Light Moisturizer, Night Care, Rinse off Cleanser. Cucumber contains natural vegetable hormones which does wonders for wrinkles and lines. It is a natural skin-tightener. Passion fruit contains natural acids which enhance skin complexion making it younger looking.

HONEY

Is collected from special hives and used in our Cher-Mere Protector Crème and Honey Water. Honey is a natural humectant or skin softener. It will help to moisturize and return the skin's natural acid mantle and it also contains many trace minerals and vitamins.

OATS

Harvested and used mainly in our Toners and Skin Care products as it helps control highly active sebaceous glands.

TEA TREE OIL

Is anti-microbial, antiseptic, anti-inflammatory. It is very active in helping to heal damaged skins such as acne, blackheads. It is also used for dry scalp and dandruff like problems. Excellent healer for cuts, insect bites and stings. We have obtained fantastic reviews where we have used this in our formulation, namely Rinse off Cleanser, Splendour Body Oil and Bois Hombre products

100% natural oats are used in our rinse off cleansers, aloe and oat meal mask..

ESSENTIAL OILS

Only the purest essential oils from specially selected houses in Europe are used in our formulations. We have used the same house for the last 15 years and the results have been fantastic. Essential oils are used in nearly all of our products, namely Cher-mere Herbal hair food, oil treatment, shampoo, conditioner, toners, rinse off cleanser, bois hombre line, caressable body oil. A few of the essential oils incorporated into the products are tea tree oil, lavender, rosemary, bergamot, rose, eucalyptus, ylang ylang, peppermint etc

HERBS : Several herbs which have not been mentioned above are also incorporated into the formula, namely henna, rosemary, lavender, slippery elm, golden seal peppermint, yarrow, etc

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Skin Care

ORANGE BLOSSOM CLEANSING MILK - Extracts of Orange Blossom, Anatto, and Mandarin Oil are designed to gently wash away impurities while providing the valuable nutrients and moisturizing properties to maintain soft, beautiful skin. For normal skin, ph 4.5 - 5.5.

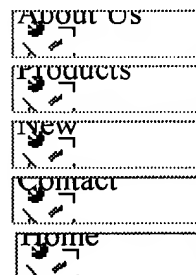
VITA-PURE CLEANSING MILK - This light weight cleansing milk contains nutritive vitamins A, D3, and E, along with extracts of Linden, Bisabolol, and Guaiazulene. The beautiful natural floral oils will leave your skin silky smooth. Especially made for dry, sensitive, and/or mature skin, ph 4.5 - 5.5.

DEEP PURIFYING CLEANSER - This lathering formula deeply cleanses and utilizes the antiseptic action of Salicylic Acid, while Citric and Malic Acids work to remove dead skin cells. The calming effects of Sage and Cucumber extracts help to balance overactive oil glands. Anti-oxidants vitamins C & E add further protection. Especially made for oily/and or problem skin. ph 4.5 - 5.5.

LOTUS FLOWER GINSENG TONER - Extracts of Lotus Flower to soothe and nourish your skin. Extracts of **Ginseng** invigorate and condition your skin. Nutrients help to revitalize and leave your skin feeling refreshed and ready for daily moisturizer. Great for a soothing after shave lotion. For normal skin. ph 4.5 - 5.5.

PLANT ESSENCE TONER - This soothing and refreshing toner contains Lavender Oil which is known to calm the skin while possessing a wonderful aromatic essence. Anti-oxidants vitamins A and E along with organic astringents of Cucumber and Arnica make this an exceptional toner. Made for dry, sensitive, and/or mature skin. ph 4.5 - 5.5.

CLARIFYING ASTRINGENT - This cooling astringent helps to restore



health to oily and /or problem skin. Peppermint extracts and Menthol essential oil are added for their anti-bacterial properties while Witch Hazel helps inflamed skin. Carrot Extract contains Vitamin A, which helps fight acne. ph 4.4 - 5.5.

FACE QUENCHER - This one-of-a-kind Gel Moisturizer infuses the skin with super hydrators that force moisture into the skin and hold it there. Plump dry tired lines virtually recapturing the radiant look of young and youthful skin. Botanical extracts of aloe vera, **cactus** flower, **ginseng** and yarrow, wheat protein, and vitamins A, C, D3, and panthenol. Formulated for all skin types. ph 4.5 - 5.5.

GOLDEN LOTION BODY BALM - Formulated with Glycolic(fruit) Acid. This light textured body balm coats the skin with fortifying emollients, and makes your skin look and feel younger. This fantastic body balm will make your skin glow without making it looking oily or greasy. Use on the bottoms of your feet and watch how smoothly they will become only after a few applications. Good for all skin types. ph 4.5 - 5.5.

BATH AND SHOWER GELS*

INVIGORATING - This stimulating gel has essential oils of eucalyptus, spearmint, and peppermint, and gently cleanses your skin to keep it soft and smooth.

PURIFYING - Essential oils of orange, Italian lemon, and geranium to purify and gently cleanse your skin without drying.

RELAXING - Tease the senses with essential oils of our vanilla and orange blend while cleansing away impurities.

ALMOND CREME - This moisturizing creme is rich in emollients and natural cleansing ingredients. This formula provides the ultimate, and soothing bubble bath experience.

*All of our Bath & Shower Gels are for all skin types and have been scientifically designed and formulated to be 100% compatible with your skin. Will not dry or damage your skin. Use a loofah sponge or plastic sponge for maximum economy and benefits.

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Welcome to Channing's product catalog!

Please browse our vast collection of beautifying products...it's a feast for the body!

Skin Care Products

Cleansers

Vanilla Bean Cleanser:

Especially formulated for dry sensitive skin with hydrolyzed milk, vanilla and honeysuckle.

Creme Wash:

A refreshing natural herb cleanser. This gentle formula blend contains protective proteins and is recommended for normal to oily or dehydrated skins.

Theoseif Acne Soap:

Unique bar soap with zinc and coal tar helps calm and normalize acne-prone skin.

Kiwi Cleanser:

A light, foamy cleanser made from kiwi extracts; ideal for oily or acne-prone skin.

Toners

Kiwi Citrus Toner:

Natural plant extracts, tea tree oil and aloe vera make this toner perfect for normal or oily skin.

Soothing Mango Toner:

An alcohol-free toner with natural plant botanicals that moisturizes and calms sensitive dry skin.

Masques

Aloe Masque:

Natural aloe extracts heal and rejuvenate normal to oily skin types.

EM Masque:

Humectants and Vitamin K (known for healing effects) are composed in this rehydrating masque, for normal to dry skin.

Ginseng Masque:

Ginseng extracts in a natural herb base eliminate blackheads and congestion in oily skin.

Collagen Moisture Masque:

A non-drying masque great for dry eyes or an all-over treatment for dry or sunburned skin.

Specialized Face & Body Care

911:

Helps heal blemishes fast without over-drying skin. 2% salicylic acid, camphor, menthol and tea tree oil help purify oily and blemished skin. A special anti-redness ingredient helps hide blemishes.

Prima Eye and Throat Creme:

This anti-oxidant eye cream can be used under make-up and every night on clean skin. Liposomes, Vitamin E and Hydrolauranate also make this an excellent "flight creme" for your whole face and throat.

Panthenol Moisture Cream:

Ease the effects of dryness with this lavishly rich cream, blended especially for dry skin. Excellent night care eye and throat cream, too.

Sea Scrub:

a gentle water-soluble scrub can be used alone or mixed with your cleanser to remove dead skin and blackheads.

Moisture Care Body Lotion:

Aloe, almond and Vitamins A, D, and E, make this a rich blend of moisture for all skin types.

:

Moisturizers & Specialty

Ultra-Lite Moisturizer:

Non-greasy formula with anti-oxidants balances oily skin.

Cactus Flower Moisturizer-with Aloe and Ginseng:

A lightly whipped, hypoallergenic, non-comedogenic moisturizer with a sun screen will provide the ultimate protection for normal or dry skin types.

Erase

Improve fine lines, wrinkles or acne scars with this unique fruit acid complex.

Sun Products

Sunless Tanning Cream

Tan without the sun! Applied daily, this lotion can simulate a tan without the sun's harmful effects. And it won't turn skin orange!

Make-Up

Make-up Products & Tools

Choose from an extensive selection of up-to-the-minute fashion shades. Remember to check with us often for the latest seasonal color offerings.

Aloe Foundation:

An aloe-based, light foundation creamy enough for dry skin, and perfect for oily skin since it's oil-free.

Oil-Free Dual Foundation:

With sunscreen and aloe, this "quick fix" combines foundation and powder. Apply wet or dry. Excellent for all skin types.

Cream Concealer:

A non-drying cream pressed with powder for under eye area. Available in light, medium and dark shades.

Cream Cheek Tints:

For the most natural looking color and easy blending.

Contour Cream:

A cream shadow for sculpting and shading the facial contours. Perfect for enhancing cheekbones and camouflaging nature's imperfections.

Powder Rouge:

Accenting colors for oily skin types; revitalizes cheek color in the evening.

Eyeshadows:

The season's latest colors available in pressed shadows. Use wet or dry.

Concealing Eye Putty:

A cream eye foundation used to even out pigmentation and eliminate redness; also adds a protective layer of moisture. When used with face powder, keeps eye make-up on until you're ready to remove it.

Translucent Powder:

Set your make-up for a look that lasts all day with this

light loose powder, mixed in a custom shade just for you.

Eyeliners:

Draw softer, finer lines with any one of four shades of cake eyeliners or slim line crayola soft pencils.

Vitamin E Lip Balm:

Moisten and prevent chapped lips with Vitamin E. Can be used alone, under lipstick or around dry eyes.

Lipsticks:

A colorful assortment of rich, creamy shades with Vitamin E.

Lip Glosses:

Use alone or over lipsticks for a shimmering luster. Available in lip wands of assorted colors.

Soft Lip Crayolas:

To outline, correct or define the shape of your lips. Available in a variety of fashion colors.

Brushes:

Your work is only as good as your tools: long-lasting sable make-up brushes, for a professionally applied look every time...

- Sponge tip applicator...
- Brow lash groomer w/comb and brush...
- Angle shadow sable brush...
- Rouge brush...
- Eyeliner brush...
- Face powder brush...
- Sable, retractable lipstick brush...
- Fluffy powder puff...
- Sable half moon for contouring...

Mascara:

Create fuller, longer lashes with our accenting navy blue, cobalt blue, black, brown, plum and clear liquid mascaras...totally fragrance free!...





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